

What is a barrel program?

An entire barrel of product, such as Bourbon, has been hand-selected at a distillery by a liquor store, a bar, or a restaurant and bottled with their name on it giving them a unique product to sell to the public.

Selling the product:

- Barrels can be pre-selected by the distillery to match the customer's request.
- Bars, restaurants, or liquor store "representatives" can also select their own barrel because they're looking for particular notes within a brand's flavor profile.
- Customers can taste at barrel strength and decide what proof (including barrel strength) they would like bottled. Any samples tasted by a person will count towards the sample room limit of two ounces per person per day.
- The customer may choose to purchase the entire contents of the barrel that include the empty barrel.

Distribution of the product:

- The product still must go through the normal product approvals and distribution channels.
- The barrel and the bottles are put on the pallet, shrink wrapped, and ready for delivery.
- A liquor store must purchase the distilled spirits product and the bar, restaurant, or customer would then purchase it from the liquor store.

3.2020 (Please note that information in Department Communications may have been modified, superseded, or made obsolete by changes in federal or state law or the Administrative Rules of Montana. If you need to verify the current validity of any Department Communications, contact us.)